

Curriculum Vitae

Personal Details

- **Name:** David Gallula, Ph.D.
- **Date:** 13/11/2023
- **Contact:**
 - **Cellular Phone:** 050-3056720
 - **Email:** david@proux.co

Higher Education

Undergraduate and Graduate Studies

Year of Approval	Degree	Institution (Department)	Period of Study
2017	Ph.D.	Bar-Ilan University, Information Sciences	2010-2016
2008	M.A.	Bar-Ilan University, Information Sciences	2005-2008
2003	B.A.	Bar-Ilan University, Computer Sciences	2000-2003

Scholarly Positions and Activities

- **Founder and Head:** UED (User Empowering Design) Research Institute (2018-Current)
- **Founder and Leader:** Academic Track in Human-Computer Interaction, IsraHCI (2017-2021)

Participation in Scholarly Conferences

International Conferences

Active Participation

Role	Subject of Lecture/Discussion	Place of Conference	Conference Name	Date
Note	User Empowering Design: Expanding Users' Hierarchy of Needs	Yalta, Malta	6th International Conference on Computer-Human Interaction Research and Applications (CHIRA)	2022
Note	User Empowering Design	Vine, Austria	ECCE '14 Proceedings of the 2014 European Conference on Cognitive Ergonomics	2014
Note	Enriching the E-learning Experience in the Framework of Web 2.0 using Usability 2.0	Cannes, France	ICCGI 2009, 4th International Multi-Conference on Computing in the Global Information Technology	2009

Israeli Conferences

Role	Subject of Lecture/Discussion	Place of Conference	Conference Name	Date
Note	User Empowering Design: Expanding Users' Hierarchy of Needs	The Academic College of Tel Aviv-Yaffo	17th ILAIS Conference 2023	2023
Poster	Enriching the Distributed Education Experience in the Framework of Web 2.0 using Usability 2.0	Open University, Ra'anana	3rd Chais Conference for Research in Learning Technologies: The Learning Human being in the Technological Era	2008
Poster	Enriching the Distributed Education Experience in the Framework of Web 2.0 using Usability 2.0	Haifa	6th Meital Conference on E-learning in Academic Education	2008
Poster	Enriching the E-learning Experience in the Framework of Web 2.0 using Usability 2.0	Ramat-Gan	7th Meital Conference on E-learning in Academic Education	2009

Teaching

Courses Taught in Recent Years

Number of Students	Degree	Type of Course	Name of Course	Year
140+	B.A.	Lecture	Introduction to User Experience	2022-Current
20+	B.A.	Lecture & Advisor	User Empowering Design	2020-Current
110+	B.Sc.	Lecture	Human-Computer Interaction	2018-Current
20+	B.Sc.	Lecture	User Experience	2018-2020
75+	B.Sc.	Lecture	User Centered Design	2018-Current
15+	B.A.	Lecture	User Centered Design	2018-2022
50+	B.A.	Lecture	Human-Computer Interaction	2012-2022

Projects Advised in Recent Years

Number of Students	Degree	Type of Course	Name	Year
4	B.Sc.	Advisor	Guideline of a Final Project	2018-Current
4	B.A.	Advisor	Guideline of a Final Project	2016-Current

Professional Experience

- **Lecturer in User Interface Design & UX Courses:**
 - Elbit Systems, Tadiran, Zefat Academic College, BT9, Haifa University (2010 – 2023)
- **Lecturer, Teacher & Projects Mentor in Programming & Information Technologies:**
 - OTI, Enertech, Zefat Regional College, Kinneret Regional College, Tel Hai Regional College, Shenkar College (2003 – 2013)

Professional Experience (Continued)

- **Founder & UX Expert:**
 - ProUX – Software & UX (2015-Current)
 - Responsibilities include: Characterization, User Research, Persona Creation, Information Architecture, Mockups & Prototyping, UCD Implementation, Usability Testing, Analysis
- **UX Expert & WIN/WEB Applications Team Leader:**
 - Karmisoft Software Solutions – Karmiel (2010 – 2014)
 - Responsibilities include: Characterization, User Research, Persona Creation, Information Architecture, Mockups & Prototyping, UCD Implementation, Usability Testing, Programming, Management of Development Team
- **Usability Responsible & WIN/WEB Applications Developer:**
 - Emerald Information Systems- Misgav (2009 – 2010)
 - Responsibilities include: Characterization, Mockups & Prototyping, UCD Implementation, Analysis, Software Architecture Design, GUI Development, Maintenance
- **Usability Responsible & WIN/WEB Applications Developer:**
 - Eurotech Communication – Rosh Pina (2008 – 2009)
 - Responsibilities include: Analysis, Gathering Requirements, Planning UML, Programming, User Interface Design, Software Testing

- **UX Expert:**
 - Difdoof - Raanana
 - Responsibilities include: Users Analysis, Gathering Requirements, User Interface Design, Mockups
- **UX Expert & WIN/WEB Applications Developer:**
 - Freelance Work (2007 – 2008)
 - Responsibilities include: Analysis, Customer Requirements Gathering, User Interface Design, Programming, Software Architecture, Collaborating with Graphic Designers and Database Programmers, UCD Implementation

Publications

- **Ph.D. Dissertation:**
 - Gallula, D. (2017), *User Empowering Design: Influences of Human-Computer Interaction Design on Users' Empowerment*. Department of Information Sciences, Bar-Ilan University.
- **M.A. Thesis:**
 - Gallula, D. (2009), *Enriching the Distributed Education Experience in the Framework of Web 2.0 using Usability 2.0*. Department of Information Sciences, Bar-Ilan University.
- **Articles in Conference Proceedings:**
 - Gallula, D.; Ronen, H.; Shichel, I. and Katz, A. (2022). *User Empowering Design: Expanding the Users' Hierarchy of Needs*. In Proceedings of the 6th International Conference on Computer-Human Interaction Research and Applications (CHIRA).
 - Gallula, D. & Frank, A.J. (2014). *User Empowering Design*. ECCE '14 Proceedings of the 2014 European Conference on Cognitive Ergonomics, ACM New York, NY, USA ©2014, Volume: Article No. 38.
 - Gallula, D. & Frank, A.J. (2009). *Enriching the E-learning Experience in the Framework of Web 2.0 using Usability 2.0*. 7th Annual Meital National

Conference on E-learning in Academic Education, Ramat-Gan, October 2009.

- Gallula, D. & Frank, A.J. (2009). *Enriching the E-learning Experience in the Framework of Web 2.0 using Usability 2.0*. ICCGI 2009, The 4th International Multi-Conference on Computing in the Global Information Technology, 229-234, Cannes, France, August 2009.
- Gallula, D. & Frank, A.J. (2008). *Enriching the Distributed Education Experience in the Framework of Web 2.0 using Usability 2.0*. Poster at 3rd Chais Conference for Research in Learning Technologies: The Learning Human being in the Technological Era, Open University, February 2008.

Research Assistance

- Designing the research environment (including User-experience consulting)
- Developing the research environment
- Accompanying the experimental process
- Data collecting
- Data cleansing
 - Gazit, T., Bronstein, J., Amichai-Hamburger, Y., Aharony, N., Bar-Ilan, J., & Perez, O. (2018). Active participants and lurkers in online discussion groups: a qualitative analysis of focus groups. *Information Research*, 23 (2) paper 791.